

Course Number and Name					
BBA002 - ENTREPRENEURSHIP DEVELOPMENT					
Credits and Contact Hours					
3&45					
Course Coordinator's Name					
Mr.S.Nakkeeran					
Text Books and References					
<p>TEXT BOOKS:</p> <ol style="list-style-type: none"> 1. S.S.Khanka, "Entrepreneurial Development", S. Chand & Co. Ltd., Ram Nagar, New Delhi, 1999. 2. Hisrich RD and Peters MP, "Entrepreneurship", 5th Edition, Tata McGraw Hill, 2002. <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. RabindraKanungo, "Entrepreneurship and Innovation" , Sage Publications, New Delhi, 1999 2. ED II. Faculty & External Experts-A Hand book for New Entrepreneurs Publishers: Entrepreneurial Development, Institute Of India, and Ahmedabad, 1986. 3. depintegraluniversity.in/userfiles/Entrepreneurship%20Development.pdf. 4. bookboon.com/en/entrepreneurship-ebooks 					
Course Description					
<p>To learn about types of entrepreneurship. To study about major motivation methods. To study about government policies for small scale industries</p>					
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:50%;">Prerequisites</th> <th style="width:50%;">Co-requisites</th> </tr> </thead> <tbody> <tr> <td>Professional Courses</td> <td>Nil</td> </tr> </tbody> </table>		Prerequisites	Co-requisites	Professional Courses	Nil
Prerequisites	Co-requisites				
Professional Courses	Nil				
required, elective, or selected elective (as per Table 5-1)					
Open Elective					
Course Outcomes (COs)					
CO1	To learn difference between entrepreneur and intrepeneur.				
CO2	To learn about entrepreneurship development programs.				
CO3	To study about economic feasibility methods.				
CO4	To learn about taxation.				
CO5	To study about corrective measures methods.				
CO6	To learn about Steps Involved in Setting up a Business				

Student Outcomes (SOs) from Criterion 3 covered by this Course

COs/SOs	a	b	c	d	e	f	g	h	i	j	k	l
CO1			H	H								
CO2				H					H			H
CO3	L						H					H
CO4		L					H		M			H
CO5												H
CO6									M			H

List of Topics Covered

UNIT I ENTREPRENEURSHIP

8

Entrepreneur- Types of Entrepreneurs - Difference Between Entrepreneur and Interpreneur- Role of Entrepreneurship in Economic Growth- Women and Rural Entrepreneurship - Factors Affecting Entrepreneurial Growth.

UNIT II MOTIVATION

8

Major Motives Influencing Entrepreneur – Achievement Motivation Training, Self Rating – Business Game – Thematic Apperception Test – Stress Management – Entrepreneurship Development Programs – Need, Objectives.

UNIT III BUSINESS

9

Small Enterprise – Definition, Classification – Characteristics- Ownership Structure – Project Formulation – Steps Involved in Setting up a Business – Identifying, Selecting a Good Business Opportunity- Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports- Project Appraisal- Sources of Information- Classification of Needs and Agencies.

UNIT IV FINANCING AND ACCOUNTING

10

Need – Sources of Finance- Terms Loans, Capital Structure- Financial Institutions, Management of Working Capital, Costing, Break Even Analysis, Network Analysis Techniques of PERT/ CPM –Taxation – Income Tax – Excise Duty – Sales Tax.

UNIT V SUPPORT TO ENTREPRENEURS

10

Sickness in Small Business- Concept, Magnitude, Causes and Consequences, Corrective Measures- Government Policy for Small Scale Enterprises- Growth Strategies in Small Industry – Expansion- Diversification, Joint Venture, Merger, Sub Contracting.